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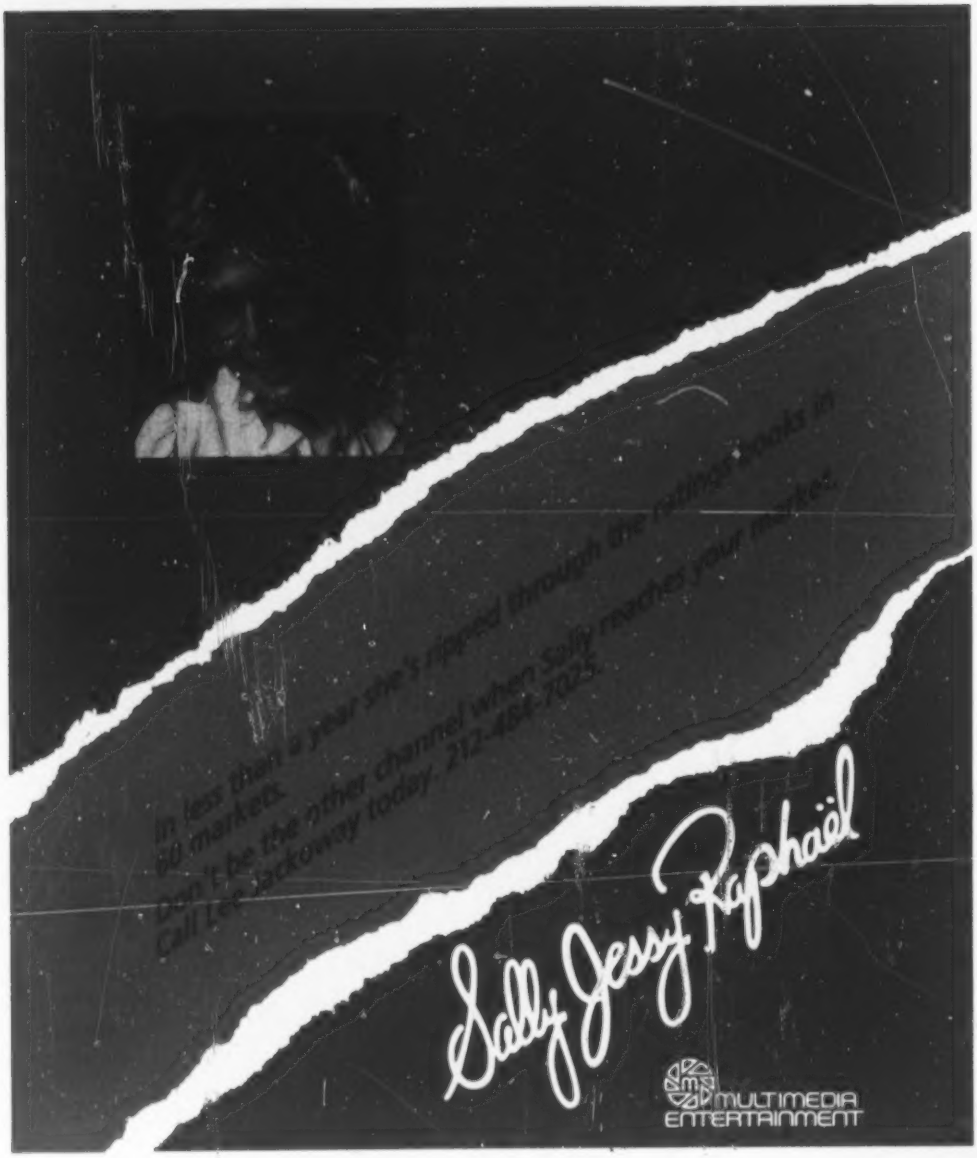
The Fifth Estate

# Broadcasting ϟ Jun 24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Vol. 108 No. 25

# Broadcasting Jun 24

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## What to do about the CRT
## Covering the daily drama in Beirut

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was looking to attract the 18-to-24-year-olds who are single and employed, and decided that radio was the answer because "young adults can't live without a radio."

Chrysler, said Campana, targeted contemporary hit, album rock and adult contemporary stations for its "Plymouth Rocked America" campaign. During the spring and summer months, there was a heavy concentration of spots on the weekends, he said. "Our prospects were on the go all weekend long listening to their radios and we wanted to be with them."

Campana said Chrysler also bought a lot of nationally syndicated weekend shows such as *American Top 40* and *The King Biscuit Flour Hour* in addition to sponsoring several concerts on NBC's Source network with major promotional tie-ins such as car, album and concert ticket giveaways. Radio, which was the leading medium for the Duster campaign, played a key role in increasing sales of Turismo Dusters by 33% in just six months, Campana said.

Throughout the aftermath of the Bell system breakup on Jan. 1, 1984, AT&T's primary medium for addressing the needs of the small-business customers has been radio, said Dick Draper, advertising director for AT&T Information Systems. "We had to change the customers' ingrained behavior of calling the local phone company for their telecommunications equipment needs and convince them to call AT&T instead," he said.

Why radio as the primary vehicle? "First, radio is very efficient against our small-business target audience. Second, since none of our principal competitors were making extensive use of network radio at the time, we could obtain virtual category exclusivity. Third, radio allowed us to maintain a strong, continuous presence in the marketplace. And finally, radio gave us the flexibility required to execute our advertising plans in a timely, responsive manner," Draper explained.

Draper said he started the campaign this year with three-week flights in morning drive time and has since added evening drive. The spots are being produced by Dick Orkin and his Radio Ranch for Wayward Cowboys. "It seemed to us that Orkin's special brand of humor could be applied to the kinds of problems being experienced by small-business customers and to the solutions offered by AT&T," Draper said.

Radio has played a major role in the 45% growth in sales of McDonald's breakfast items, according to Karen Dixon-Ware, the firm's manager of media. She pointed to radio's frequency and top-of-mind characteristics as key elements for the company's marketing strategy. Seventy-eight percent of McDonald's customers make the decision to go to the fast food chain within two hours before their visit, and more than half make that decision within two minutes, Dixon-Ware noted.

She said McDonald's has also capitalized on radio's flexibility and has used a number of techniques such as: delivering breakfast to morning air personalities; contests that offer breakfast with the listeners' favorite disk jockey; McDonald's-sponsored time checks, and coupon give-aways. Dixon-Ware said that McDonald's invested just under $32 million in local radio in 1984, and she projected that more than $37 million will be spent on the medium this year.

Maria Boerlage, group brand director of the Schering Corp., said that brand awareness of Tinactin, an antifungal, over-the-counter athlete's foot medicine, jumped 50% after an eight-week trail radio flight in 1984 in Los Angeles, San Francisco, Seattle and Phoenix. She said Schering now advertises Tinactin on radio in the majority of its sales territories. Throughout the "athlete's foot belt" (the West Coast, the South and especially Florida), Tinactin spots are running for 24 weeks, said Boerlage. In supplemental markets the campaign runs for 12 weeks.

Jim Thompson, vice president and group head of Leo Burnett Inc., and representing United Airlines, said it wasn't until 1982 that, instead of borrowing sound tracks from television commercials, a special advertising program designed for radio was launched. "At the agency, a new attitude had developed about radio," said Thompson. He said radio had been the "best part" of the "100,000-miles, frequent-flyer program" campaign and, in the last year, has worked well with the company's "friendly skies" campaign. Although radio may be a cost efficient medium, said Thompson, good radio spots require quality production. "More important than knowing when to save a dollar is knowing how to spend it," he said.

On the subject of humor in advertising, Joy Golden, president of Joy Radio Inc. and former executive with TBWA Advertising, where she created the highly popular "Laughing Cow Cheese" campaign, said amusing advertising works as effectively, and is taken as seriously as "complex" strategy and "serious" selling points. "As long as you don't lose your product inside the humor, all that can happen is that you stir up some good, nice warm feelings for whatever it is you're selling when your spots cause a chuckle or two."

She credited the early days of radio and the likes of Jack Benny, Fred Allen, Edgar Bergen and Amos & Andy with teaching her "dialect, dialogue, timing and how to create funny pictures out of voices."

Serving as the master of ceremonies for the event was radio personality Gary Owens, who is currently vice president/creative services, Gannett Radio. □

**INTV first-quarter update.** A report issued by the Association of Independent Television Stations shows that the top 25 national advertisers placed more than half their billings (52%) on independent stations in the first quarter of 1985. Findings in the study are based on a special 15-market tabulation provided to INTV by Broadcast Advertisers Reports.

INTV said the study shows that the top 25 advertisers increased their spending by 15% over the first quarter of 1984. Leading investors on independent spot included Procter & Gamble, $46.1 million; General Mills, $18.8 million; Pepsico, $17.2 million, and Nestle S.A., $15.2 million. Basic information for comparisons was supplied by Television Bureau of Advertising.

*Spot categories, total spot expenditures, independents' share*

| | | |
|---|---|---|
| 1.Food | $209,268 | 43% |
| 2.Automotives | 161,700 | 32 |
| 3.Confectionary | 61,294 | 60 |
| 4.Consumer services | 54,323 | 29 |
| 5.Toiletries | 54,274 | 54 |
| 6.Travel, hotels | 51,338 | 25 |
| 7.Proprietary medicines | 46,723 | 55 |
| 8.Publishing, media | 34,647 | 45 |
| 9.Beer, wine | 33,657 | 53 |
| 10.Soaps, polishes | 30,446 | 55 |
| 11.Household equipment | 29,753 | 41 |
| 12.Sporting goods, toys | 18,694 | 87 |
| 13.Insurance | 17,926 | 40 |
| 14.Home electronics | 15,326 | 48 |
| 15.Apparel, footwear | 13,537 | 48 |
| 16.Pet foods, supplies | 13,189 | 30 |
| 17.Gasoline, lubricants | 13,037 | 40 |
| 18.Household furnishings | 9,009 | 67 |
| 19.Office equipment | 8,921 | 23 |
| 20.Industrial development | 7,490 | 24 |
| TOTAL | $884,552 | 43% |

*Advertiser, total spot expenditure (000), independents' share*

| | | | |
|---|---|---|---|
| 1. | Procter & Gamble | $46,058 | 64% |
| 2. | General Mills | 18,800 | 85 |
| 3. | Pepsico | 17,183 | 35 |
| 4. | Nestle | 16,217 | 30 |
| 5. | Toyota Motor Sales | 15,325 | 50 |
| 6. | Lever Bros. | 13,881 | 47 |
| 7. | Nissan | 13,443 | 26 |
| 8. | General Foods | 12,474 | 66 |
| 9. | Beatrice | 12,172 | 30 |
| 10. | Coca-Cola | 11,910 | 47 |
| 11. | Warner-Lambert | 11,843 | 83 |
| 12. | Mars Inc. | 11,510 | 81 |
| 13. | Dart & Kraft | 11,127 | 35 |
| 14. | Anheuser-Busch | 10,877 | 68 |
| 15. | MCI Communications | 10,803 | 33 |
| 16. | Ralston Purina | 10,457 | 44 |
| 17. | Chrysler | 10,025 | 37 |
| 18. | Ford | 9,891 | 26 |
| 19. | Kellogg | 9,671 | 56 |
| 20. | A.H. Robins | 9,524 | 57 |
| 21. | General Motors | 9,519 | 37 |
| 22. | Adolph Coors | 8,391 | 51 |
| 23. | Campbell Soup | 8,073 | 32 |
| 24. | Nabisco Brands | 7,397 | 68 |
| 25. | Time Inc. | 7,156 | 64 |
| Top 25 | | $323,730 | 52% |

*Advertiser, '85 % on independents, '84 %, dollar change '85-'84*

| | | | | |
|---|---|---|---|---|
| 1. | Procter & Gamble | 64 | 68 | – 8 |
| 2. | General Mills | 85 | 79 | – 8 |
| 3. | Pepsico | 35 | 43 | + 10 |
| 4. | Nestle | 30 | 37 | +161 |
| 5. | Toyota Motor Sales | 50 | 39 | + 93 |
| 6. | Lever Bros. | 47 | 35 | + 4 |
| 7. | Nissan Motors | 26 | 33 | – 30 |
| 8. | General Foods | 66 | 59 | – 3 |
| 9. | Beatrice | 30 | 22 | +200 |
| 10. | Coca-Cola | 47 | 54 | + 33 |
| 11. | Warner Lambert | 83 | 81 | + 25 |
| 12. | Mars | 81 | 63 | + 43 |
| 13. | Dart & Kraft | 35 | 45 | – 32 |
| 14. | Anheuser-Busch | 68 | 83 | + 18 |
| 15. | MCI Communications | 33 | 31 | + 97 |
| 16. | Ralston Purina | 44 | 41 | +100 |
| 17. | Chrysler Corp. | 37 | 30 | +117 |
| 18. | Ford | 26 | 28 | – 8 |
| 19. | Kellogg | 56 | 75 | – 19 |
| 20. | A.H. Robins | 57 | 55 | + 1 |
| 21. | General Motors | 37 | 27 | + 55 |
| 22. | Adolph Coors | 51 | 38 | +121 |
| 23. | Campbell Soup | 32 | 29 | + 57 |
| 24. | Nabisco | 68 | 49 | + 28 |
| 25. | Time Inc. | 64 | 54 | – 27 |
| Top 25 | | 52 | 53 | + 15 |

tems to "engage in entrepreneurial software distribution," said Harris. "They can be in the home run business, which means they can make a lot of money in one single night off an event."

Other studio executives agreed with that assessment of PPV, including Kuyper. "With PPV, it's one movie" and not a 24-hour schedule of programing, he said. "All that matters is, is it going to be 'Raiders' or is it going to be [something else]." While Kuyper was reluctant to predict the exact role networks may play in the PPV business, he stressed that "our partner is certainly the cable operator. The cable operator and the studios are going to walk hand in hand down this business together."

Frank Biondi, executive vice president of Coca-Cola's entertainment group, which includes Columbia Pictures, was also reluctant to predict what role PPV networks would play, if any. As for his company's own role, he said the current thinking is that Coca-Cola, through Columbia, is essentially a program supplier and "promoter of the market. If there is a market there, we'd like to see it develop quickly and successfully. And in some cases that means doing nothing except making titles available on an attractive basis and in other cases it means encouraging people. That may entail a variety of different roles. But I don't think we look at this business as one we want to be a network in." Paramount and Warner Bros. executives also said they would not be in the PPV network business.

How the network scenario will shake out is unclear, said Biondi, although he said: "I don't think there is any reason why a stand-alone operator of size can't do the business very well. But the question is: Will the economies of scale for smaller systems [to take] a feed or feeds of national scope enable [middlemen] to get in the business?" From the standpoint of developing the PPV business, he added, the establishment of one or more PPV networks would be beneficial—and not just as conduits, but as operations

## NBC dominates ratings week

NBC won its fourth consecutive ratings week, placing nine programs in the top 10 and scoring a week-long 13.6 rating and 25 share in Nielsen's Television Index (NTI). CBS had a 12.4/22 and ABC a 10/18. NBC has won seven of the eight weeks since the end of the regular season by an average of 1.1 rating points over CBS and by 2.1 over ABC.

In the 38 weeks since the beginning of the regular season (Sept. 26, 1984), combined averages of the three networks show NBC (15.8/25) now trailing CBS (16.1/26) by 0.3 rating point. ABC's average stands at 14.7/23. Since the end of the season, NBC is up 9% in the ratings, while CBS and ABC are down 5% and 10%, respectively.

NBC's regular Tuesday and Thursday (with the exception of ***Hill Street Blues***, 10-11 p.m.) lineups appeared in the top 10. NBC had 12 of the top 20 programs of the week, while CBS had one of the top 10 and five of the top 20. ABC had the other two top 20 programs.

The week's schedule of 69 shows featured 55 repeats and 11 specials.

Combined rating/share for the week was 36/64, down slightly from last year's 36.4/68. HUT levels were up 5% for the week, to 56.1 from last year's 53.2.

In nightly wins, NBC took Monday through Thursday, while CBS took Friday, Saturday and Sunday.

■ On Monday night, NBC edged out the regular CBS schedule on the strength of the ***NBC Monday Night Movie*** (9-11 p.m. NYT), a repeat of "Summer Fantasy" (14.6/24), which starred Julianne Phillips, who last month married rock star Bruce Springsteen. Although the movie beat out CBS in the time period, NBC lost 8-9 p.m. to ***Scarecrow and Mrs. King*** (13.8/25) as ***TV Bloopers and Practical Jokes*** scored a (13.7/25). ABC's ***Monday Night Baseball Baseball*** scored an 8.8/15.

■ The first-, fourth- and fifth-rated shows of the week, ***A Team***, ***Riptide*** and ***Remington Steele***, made up the Tuesday schedule on NBC. The night's combined rating/share on that network, 17.9/30, was the highest of the week in both categories.

■ Led by the 13th and 15th shows of the week, ***Highway to Heaven*** (15.6/28) and ***Facts of Life*** (15/25), NBC took Wednesday. On ABC, ***Dynasty*** (8/15) found itself in 56th place, an unfamiliar rank for the number-one show of the regular season.

■ Thursday featured the first, third, seventh and eighth finishers of the week from 8-9:30 p.m. NYT. Although ***Hill Street Blues*** (12.7/22) finished 23d, Thursday was still the second highest-rated night of the week in rating and share. ***20/20*** on ABC (10-11 p.m.), which featured the first broadcast interview with Claus Von Bulow following his acquittal, was the 13th-ranked show of the week, scoring a 15.5/27.

■ CBS took Friday on the strength of a ***CBS Special Movie Presentation*** (9-11 p.m.), a repeat of "Incident at Crestridge," which scored a 13/24. ABC took the 8-9 p.m. period with ***Webster*** (13.2/20) and ***Ripley's Believe It or Not*** (9/20). And on NBC, ***Miami Vice***, the 10th-ranked show of the week, scored a (16.3/29). It was the third consecutive time the show has been in the top 10 and its fourth appearance there since the end of the regular season.

■ CBS took Saturday with a lineup that featured the highest-rated show of the night, ***Mickey Spillane's Mike Hammer*** (13.9/27). The night also had the week's lowest-rated show, an ***NBC White Paper***, "A Portrait of the Press, Warts and All" (5.7/11).

■ On the strength of its regular schedule, bolstered by the sixth-ranked ***Trapper John, M.D.*** (16.7/31), CBS took Sunday night. The night also featured a special Father's Day lineup with a repeat of ***The Cosby Show*** (16.4/32), which ranked ninth for the week. Nonetheless, CBS won the night by 1.8 rating points over NBC. The ***ABC Sunday Night Movie***, "F.I.S.T.," starring Sylvester Stallone, provided the lowest-rated night on a network for the week (8.9/16.8).

| Rank | Show | Network | Rating/Share |
|---|---|---|---|
| 1. | The Cosby Show | NBC | 21.3/39 |
| 2. | A Team | NBC | 19.4/33 |
| 3. | Family Ties | NBC | 18.5/33 |
| 4. | Riptide | NBC | 17.3/28 |
| 5. | Remington Steele | NBC | 17.1/29 |
| 6. | Trapper John, M.D. | CBS | 16.7/31 |
| 7. | Cheers | NBC | 16.7/28 |
| 8. | Night Court | NBC | 16.7/27 |
| 9. | The Cosby Show (Sun.) | NBC | 16.4/32 |
| 10. | Miami Vice | NBC | 16.3/29 |
| 11. | Highway to Heaven | NBC | 15.6/28 |
| 12. | Crazy Like a Fox | CBS | 15.5/27 |
| 13. | 20/20 | ABC | 15.5/27 |
| 14. | Facts of Life | NBC | 15.0/25 |
| 15. | Who's the Boss? | ABC | 14.8/24 |
| 16. | Summer Fantasy | NBC | 14.6/24 |
| 17. | Fathers and Sons | NBC | 14.4/27 |
| 18. | Kate & Allie | CBS | 14.4/24 |
| 19. | Newhart | CBS | 14.4/23 |
| 20. | Simon & Simon | CBS | 14.1/24 |
| 21. | Mike Hammer | CBS | 13.9/27 |
| 22. | Cagney & Lacey | CBS | 13.9/23 |
| 23. | Double Trouble | NBC | 13.9/23 |
| 24. | Scarecrow & Mrs. King | CBS | 13.8/25 |
| 25. | TV Bloopers and Prac. Jokes | NBC | 13.7/25 |
| 26. | A Father's Love | NBC | 13.4/24 |
| 27. | Last Great Survivors | CBS | 13.3/23 |
| 28. | Webster | ABC | 13.2/20 |
| 29. | Incident at Crestridge | CBS | 13.0/24 |
| 30. | Gimme a Break | NBC | 12.8/25 |
| 31. | Sam | ABC | 12.8/20 |
| 32. | 60 Minutes | CBS | 12.7/27 |
| 33. | Murder, She Wrote | CBS | 12.7/24 |
| 34. | Hill Street Blues | NBC | 12.7/22 |
| 35. | Finder of Lost Loves | ABC | 12.3/24 |
| 36. | Hotel | ABC | 12.1/21 |
| 37. | Three's a Crowd | ABC | 11.8/21 |
| 38. | Mama's Family | NBC | 11.7/23 |
| 39. | St. Elsewhere | NBC | 11.6/20 |
| 40. | Salute to Ford's Theater | CBS | 11.4/20 |
| 41. | It's Your Move | NBC | 11.0/23 |
| 42. | Airwolf | CBS | 10.8/21 |
| 43. | Another Woman's Child | CBS | 10.8/18 |
| 44. | News Special, Flight #847 | ABC | 10.7/23 |
| 45. | Magnum, P.I. | CBS | 10.7/19 |
| 46. | MacGruder and Loud | ABC | 10.5/18 |
| 47. | Foulups, Bleeps & Blunders | ABC | 10.2/17 |
| 48. | T.J. Hooker | ABC | 10.1/22 |
| 49. | Love Boat | ABC | 10.1/20 |
| 50. | Diff'rent Strokes | NBC | 9.9/22 |
| 51. | Benson | ABC | 9.9/19 |
| 52. | Ripley's Believe It Or Not | ABC | 9.8/20 |
| 53. | Diff'rent Strokes | NBC | 9.1/19 |
| 54. | V | NBC | 9.1/17 |
| 55. | People Do the Craziest Things | ABC | 9.0/16 |
| 56. | Dynasty | ABC | 8.8/16 |
| 57. | Baseball, Toronto vs. N.Y. | ABC | 8.8/15 |
| 58. | Spencer | NBC | 8.7/17 |
| 59. | Matt Houston | ABC | 8.6/15 |
| 60. | Dukes of Hazzard | CBS | 8.5/16 |
| 61. | Fall Guy | ABC | 8.5/15 |
| 62. | F.I.S.T. | ABC | 8.3/16 |
| 63. | Shooting Stars | ABC | 8.1/14 |
| 64. | Jeffersons | CBS | 8.0/13 |
| 65. | Cover-Up | CBS | 7.5/16 |
| 66. | Punky Brewster | NBC | 7.4/16 |
| 67. | Lucie Arnaz Show | CBS | 6.6/11 |
| 68. | M. Nesmith in TV Parts | NBC | 6.5/14 |
| 69. | Portrait of the Press | NBC | 5.7/11 |

*indicates premiere episode

## FM's

*Accepted*

■ KYAX (94.5 mhz) Alturas, Calif.—Seeks CP to change HAAT to minus 220 ft. App. June 14.

■ *KRCC (91.5 mhz) Colorado Springs—Seeks mod. of CP to change ERP to 1 kw and change TL. App. June 14.

■ KVMT (104.7 mhz) Vail, Colo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 451 ft. App. June 12.

■ KXKK (97.7 mhz) Lordsburg, N.M.—Seeks CP to change freq. to 97.9 mhz; change TL; change ERP to 18 kw, and change HAAT to 2,007.36 ft. App. June 14.

■ WOJY (100.3 mhz) High Point, N.C.—Seeks mod. of CP to make changes in ant. sys. App. June 14.

## TV's

*Accepted*

■ KTHV (ch. 11) Little Rock, Ark.—Seeks CP to replace ant. and change HAAT to 1,710 ft. App. June 17.

■ KMEX-TV (ch. 34) Los Angeles—Seeks CP to make changes in ant. sys. App. June 12.

■ KTZO (ch. 20) San Francisco—Seeks MP to change ERP to vis. 3,470 kw, aur. 347 kw; change HAAT to 1,550 ft., and replace ant. App. June 12.

■ WTKW (ch. 16) Key West, Fla.—Seeks MP to change ERP to vis. 1,589 kw, aur. 158.9 kw and replace ant. App. June 12.

■ WSCT (ch. 56) Melbourne, Fla.—Seeks MP to change coordinates. App. June 17.

■ KARD (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft.; replace ant., and change TL. App. June 11.

■ WCVX (ch. 58) Vineyard Haven, Mass.—Seeks MP to change ERP to vis. 1,190 kw, aur. 119.1 kw and replace ant. App. June 14.

■ WPCQ-TV (ch. 36) Charlotte, N.C.—Seeks CP to change ERP to vis. 2,100 kw, aur. 210 kw and replace ant. App. June 11.

■ KMKO (ch. 19) Muskogee, Okla.—Seeks MP to change ERP to vis. 2,762 kw, aur. 272.6 kw; change HAAT to 1,242.54 ft., and replace ant. App. June 17.

## Actions

## AM's

■ KIEV (870 khz) Glendale, Calif.—Granted app. to increase day power to 10 kw; install DA-2; change TL, and make changes in ant. sys. Action June 11.

■ WJBR (1290 khz) Wilmington, Del.—Granted app. to increase power to 2.5 kw. Action June 6.

■ WNUY (840 khz) Scottsmoor, Fla.—Granted app. to change city of lic. to Mims, Fla. Action June 10.

■ WCBF (1010 khz) Tampa, Fla.—Granted app. to change city of lic. to Seffner, Fla.; add night service with 5 kw; install DA-2, and make changes in ant. sys. Action June 10.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to add night service with 250 w install DA-N, and make changes in ant. sys. Action June 6.

■ KJCK (1420 khz) Junction, Kan.—Granted app. to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. Action June 10.

■ KNPE (1180 khz) Bellevue, Neb.—Granted app. to change TL and make changes in ant. sys. Action June 5.

■ WCGC (1270 khz) Belmont, N.C.—Granted app. to increase day power to 5 kw and install DA-2. Action June 10.

■ WBRM (1250 khz) Marion, N.C.—Granted app. to change TL. Action June 5.

■ KNED (1150 khz) McAlester, Okla.—Granted app. to increase power to 1 kw; change TL, and to operate by remote control. Action June 6.

■ WGSA (1310 khz) Ephrata, Pa.—Granted app. to operate by remote control. Action June 11.

■ WISA (1390 khz) Isabella, P.R.—Granted app. to increase night power to 1 kw. Action June 10.

■ WYSH (1380 khz) Clinton, Tenn.—Granted app. to add night service with 500 w and install DA-N. Action June 5.

■ WKBJ (1600 khz) Milan, Tenn.—Granted app. to increase power to 2.5 kw. Action June 10.

■ KIKR (880 khz) Conroe, Tex.—Granted app. to increase night power to 1 kw and make changes in ant. sys. Action June 5.

## FM's

■ KEZN (103.1 mhz) Palm Desert, Calif.—Granted app. to install aux. sys. and move SL to 72-915 Parkview Drive, Palm Desert. Action June 10.

■ WHEW (101.9 mhz) Fort Myers, Fla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 992 ft. Action June 10.

■ *KWIT (90.3 mhz) Sioux City, Iowa—Dismissed app. to increase ant. height and change ERP to 84 kw. Action June 6.

■ KZOC (92.7 mhz) Osage City, Kan.—Dismissed app. to change TL; change HAAT to 246 ft., and make changes in ant. sys. Action June 6.

■ KRAZ (96.9 mhz) Farmington, N.M.—Dismissed app. to change TL. Action June 5.

■ WFEM (92.1 mhz) Ellwood City, Pa.—Granted app. to move SL outside community of lic. Action June 5.

■ WZGO (106.1 mhz) Philadelphia—Granted app. to install new transmission line. Action June 10.

■ *WEPR (90.1 mhz) Greenville, S.C.—Granted app. to change ERP to 85 kw and change HAAT to 1,184.08 ft. Action June 5.

■ KEYI (103.5 mhz) San Marcos, Tex.—Granted app. to change SL. Action June 11.

## TV's

■ WOFL (ch. 35) Orlando, Fla.—Granted app. to move main SL outside community of lic. Action June 10.

■ WEFC (ch. 38) Roanoke, Va.—Granted app. to change transmitter site coordinates; change HAAT to 1,625 ft.; replace ant., and change TL. Action June 4.

## Call Letters

### Applications

| Call | Sought by |
|---|---|
| | ***New FM's*** |
| KFNO | Family Stations Inc., Fresno, Calif. |
| WFTI-FM | St. Petersburg-Tampa Community Radio Inc., St. Petersburg, Fla. |

### Summary of broadcasting as of April 31, 1985

| Service | On Air | CP's | Total * |
|---|---|---|---|
| Commercial AM | 4,785 | 170 | 4,955 |
| Commercial FM | 3,771 | 418 | 4,189 |
| Educational FM | 1,194 | 173 | 1,367 |
| Total Radio | 9,750 | 761 | 10,511 |
| FM translators | 789 | 444 | 1,233 |
| Commercial VHF TV | 539 | 23 | 562 |
| Commercial UHF TV | 388 | 222 | 610 |
| Educational VHF TV | 115 | 3 | 118 |
| Educational UHF TV | 184 | 25 | 209 |
| Total TV | 1,206 | 273 | 1,479 |
| VHF LPTV | 215 | 74 | 289 |
| UHF LPTV | 121 | 136 | 257 |
| Total LPTV | 336 | 210 | 546 |
| VHF translators | 2,869 | 186 | 3,055 |
| UHF translators | 1,921 | 295 | 2,216 |
| ITFS | 250 | 114 | 364 |
| Low-power auxiliary | 824 | 0 | 824 |
| TV auxiliaries | 7,430 | 206 | 7,636 |
| UHF translator/boosters | 6 | 0 | 6 |
| Experimental TV | 3 | 5 | 8 |
| Remote pickup | 12,338 | 53 | 12,391 |
| Aural STL & intercity relay | 2,836 | 166 | 3,002 |

* Includes off-air licenses.

| | |
|---|---|
| KSYE | Southwest Christian Media Inc., Frederick, Okla. |
| | ***Existing AM's*** |
| WGZS | WKLH Lansing Broadcasting Corp., St. Johns, Mich. |
| KYYX | KILA Columbia Theater Co., Henderson, Nev. |
| WUSR | WEZO Lorenz Broadcasting Corp., North Syracuse, N.Y. |
| WYLO | WBBX Hometown Broadcasting Corp., Kingston, Tenn. |
| | ***Existing FM's*** |
| WILI-FM | WNOU Nutmeg Broadcasting Co., Willimantic, Conn. |
| WHFM | WHYN-FM R&R Broadcasting of Massachusetts Inc., Springfield, Mass. |
| WLNZ | WKLH-FM Lansing Broadcasting Corp., St. Johns, Mich. |
| *KILA | KYYD Faith Communications Corp., Las Vegas |
| WZRC | WOOS-FM Canton Broadcasting Corp., Canton, Ohio |
| | ***Existing TV*** |
| WFNN | WJAA Fajardo Associates Inc, Fajardo, P.R. |

### Grants

| Call | Assigned to |
|---|---|
| | ***New AM*** |
| WKDJ | Muncy Broadcasting Inc., Hughesville, Pa. |
| | ***New TV's*** |
| KAGL | Angeles Broadcasting Network, San Bernardino, Calif. |
| WVBT | Summit Communications Inc., Virginia Beach, Va. |
| | ***Existing AM's*** |
| KXLR | KOIT Bonneville Holding Co., San Francisco |
| WCZY | WLQV Globe Broadcasting Co., Detroit |
| WRMR | WJW Booth American Co., Cleveland |
| WBEM | WWBR Baughman Media Inc., Windber, Pa. |
| WDAR | WKGE MEG Associates Ltd., Darlington, S.C. |
| KUEN | KSGA Wenatchee Wireless Works, Wenatchee, Wash. |
| | ***Existing FM's*** |
| WWWQ | WKSY IRP Inc., Columbia City, Ind. |
| WCZY-FM | WCZY Pacific and Southern Co., Detroit |
| WRUP | WUUN Stereo 100 Inc., Marquette, Mich. |
| KSCR | KBMO-FM Todd Jonathan Garamella, Benson, Minn. |
| *WFBF | WBFR Family Stations Inc., Buffalo, N.Y. |
| WWLI | WPJB-FM Providence Broadcasting Corp., Providence, R.I. |
| KSEX-FM | KFRZ-FM First National Corp., Brigham City, Utah |
| | ***Existing TV's*** |
| WYMT-TV | WKYH-TV Kentucky Central Television Inc., Hazard, Ky. |
| WSJT | WRBV Richard M. Millstead, trustee in bankruptcy, Vineland, N.J. |
| KTDZ-TV | KTDZ Greater Portland Broadcasting Corp., Portland, Ore. |
| KTZZ-TV | KTZZ Seattle Broadcasting Corp., Seattle. |